



MWR THEME OPERATIONS

February 2006

Welcome

Our 2006 MWR Theme Operations, Unit Managers' Conference kicks-off this weekend and we've got a fantastic conference lined up, loaded with plenty of new ideas and tools for you, our unit managers. It all starts Sunday, February 5th with Super Bowl XL... we'll see you there!

In this issue of "E-News" we received two news stories from Yongsan, Korea. The first was Yongsan Bowling Lanes highly successful TV giveaway contest and the second was a \$2,000 "Holiday Shopping Spree" promotion recently held in Yongsan. Also in this issue there's now a cost effective way for Bowling Center Managers and their staff to receive on-line training, as well as our continued coverage of MWR Theme Operations relevant news items and training tips.

Special thanks to Robert Victorine and Thomas Bruce from Yongsan for keeping us informed on these great promotions. As always keep e-mailing us your thoughts and comments so we can continue sharing them with our growing family of MWR professionals.

Roger Weger
Chief, Food Services Division

"Success Story!" Yongsan Lanes JVC 65" TV Giveaway Final Results!

Background – As we previewed in the November issue of E-news, Robert Victorine, Manager of Yongsan Lanes reported his Fall Promotion would award a lucky winner with a 65" JVC Television. The multi-step promotion started with guests writing their name and phone number on the back of their Yongsan Lanes receipt and dropping it into a drawing box. From the box, thirty-two names were drawn. This promotion ran September 15th - December 16th.

On December 17th at 1300 hours, over 150 participants were waiting to be one of the 32 names drawn from the entry box. After the names were drawn and announced, the bowling center was set in the comic bowling mode and all 32 participants reported to their assigned lane. On the count of three everyone rolled their ball. Of the 32 contenders, 18 winners who got 8 (for women) or 9 (for men) pins or better moved to the next event.



In this event, at the count of three, all 18 winners starting eating their choice of either a Steak, Chicken or Vegetable Habanero one-pound burrito. The order that they finished determined the order in which they selected their envelopes for the lucky locker combinations. Each locker contained wrapped Christmas gifts. Miller Brewing Company provided all the consolation prizes. After opening their lockers, winners placed their gifts on a table in the approach area. On the count of three everyone opened their gift to see if they had won the grand prize television. Congratulations go to Ms. Tineka Pope for winning the JVC 65 inch Big Screen Television Set. AFN Television captured all the action. This year over 2,100 entries were received. These receipts represented \$27.5K in sales or 13 percent of the total sales for the timeframe. These figures represent a considerable increase over last year's contest numbers.

Best In Class Award Winners

Congratulations go to the **2005 Best in Class** award winners. Award winners will be recognized at a luncheon held during the MWR Theme Operations Unit Mangers' Conference. This year's winners are:

Strike Zone – Fort Hood, Texas
Reggie's – Selfridge Army Garrison, Michigan
Primo's Express – Darmstadt, Germany
Mulligan's – Fort Shafter, Hawaii
Lil' Skeeters BBQ – Fort Drum, New York
Joint Services – U.S. Air Force Menwith Hill Station, England (Strike Zone)
Most Improved – U.S. Military Academy, New York (Lil' Skeeters BBQ)

The awards are given annually to the "Best in Class" unit for achieving and maintaining the highest quality food/beverage and guest service standards established by the MWR Theme Operations team for that brand. Units are evaluated during the year based on operational site visits, guest feedback and overall financial performance. "Best in Class" award winners receive a plaque, recognition pins for all team members to wear, and a large outdoor banner to display at their unit.

On-Line Training For Bowling Center Managers and Staff

A cost-effective way for Strike Zone managers to train their front-line staff and to pick up some management tips themselves is now available on-line at the Bowling Proprietor's Association of America (BPAA) website. Training modules located on the site, cover a wide variety of topics pertaining to bowling centers and are a useful tool when training staff with little or no knowledge of business operations. There are five classes currently on line; more will be added as they become available.

Welcome to Bowling: A broad overview and a brief history of the bowling business.

Customer Satisfaction: Addresses the critical issue of guest service within a bowling center.

Customer Safety: A general overview of safety within a bowling center.

Food and Beverage: The module provides a general overview of food and beverage operations. This module has information for management as well as front line staff.

The First 30 Days: Targeted to management, the module focuses on the skill sets necessary to impact production and retention tendencies in new employees.

The website address is www.bpaaonline.com, click on “log on,” enter your center’s BPAA member number as the user name and use bpaa (all small letters-case sensitive) as the password. All centers have an individual member number. If the center manager does not know the member number, contact the Region bowling program manager or the BPAA at 800-343-1329 (ask for Cynthia Warren in membership). Certificates may be printed upon completion of the modules.

The on-line training is centrally funded by the Community and Family Support Center and will be available at no charge to Army bowling centers for two years, FY06 and FY07. Usage fees have been paid for bowling centers only; for any additional use of the website, contact Wanda Arthur at wanda.arthur@cfsc.army.mil, or 703-681-5202, or DSN 761-5202.

MWR Theme Operations Win Prestigious Communications Award

The MWR Theme Operations informational video won Honorable Mention in the 2005 International Communicator Awards competition. The 2005 competition entertained 3059 entries from the United States and five other countries. The competition honors excellence in communications in video, audio and print media by recognizing outstanding work in the communications field. Entries are judged by industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and serves as a benchmark for the industry. Our own Sharon Bertschi, CFSC Business Programs, wrote and directed the video project and The Video Solution, a production studio in Alexandria, Virginia helped produced it. We are very proud of Sharon’s accomplishment; she put a lot of effort into the project! Congratulations!

Upcoming Openings

The first two **Java Café** units open 1 and 3 March at the Presidio of Monterey (POM). The first will be at the Hobson Recreation Center, located in the student dorm area. It will have both the Java Café and the Primo’s Pizza express modules. The location will serve the new Primo’s Express Pan Pizza and will also provide pizza delivery to the entire post.

The second unit will be located in “Middle POM,” an area that is central to all students, civilians and family members. This Java Café will have the deli module and will be designed as a comfortable gathering place for students and faculty.

Reminder: 1st Choice Rewards Program – Evaluations Due

The 1st Choice Rewards Program wrapped up on 31 January. Now is the time to complete and return the evaluation form found at the back of the Program Instruction manual. We want to hear the good news and the not-so-good news about the program. Did it increase your business? Did you get your team members involved? Did your team members like the program? What types of rewards did you give to your team members? Complete your Evaluation and give it to your Area Manager...or...fax it to Lisa Holland at 703-681-5342.



IMA-KORO Contest Idea - \$2000 Shopping Spree

Thomas Bruce, Chief of Marketing for Korea Region shared this good idea with us. “The \$2,000 Shopping Spree was a great promotion that ran from 1 September-1 December in Reggie's and Commiskey's restaurants. The contest was fully sponsored and required customers to visit both

restaurants and eat a meal. It featured a punch card that received a unique stamp on it at each restaurant. After filling the card with a stamp from each location the customer filled out their name/ information on the card and dropped it in an entry box at the restaurant. During the local Winter Wonderland kick-off and Holiday Tree Lighting Ceremony on 8 December the Garrison Commander drew the winning card. This was also a "present to win" contest filmed by AFN-K for news and command information purposes. This promotion created additional business by prompting regular customers to either of the restaurants to visit the other and it improved community involvement in annual holiday activities conducted by MWR. This event also provided a valuable and sought after prize. The \$2,000 was in the form of an AAFES Gift Certificate that would be spent in our local AAFES Post Exchange just in time for the holidays."

Yongsan Lanes Live Concert and Spectacular Cosmic Bowling Laser Light Show

This upcoming promotion was also shared by Robert Victorine and Thomas Bruce at Yongsan. Yongsan Lanes (32 lane, full service facility) after just finished adding over 22 lasers and light show items to the existing Cosmic Bowling package. Mr. Victorine has brought on a DJ and scheduled a popular Filipino band to perform on three Thursday nights in February. The date choice for the event is designed to motivate the pre weekend crowd on a traditionally low traffic night at the bowling center. There will be prize drawings and spinning the prize wheel. A portable stage is set up in the center of the bowling lanes. It only uses up about 8 lanes and bowling continues on the remaining 24 lanes on both sides of the stage throughout the performances and light show.

This program does it all. It provides the guest a physical activity and engages several senses. Seeing a live band, listening to great music, feeling the super sound system, and tasting food from our Habanero, Primo's and Strike Zone snack bar combine to give a world class experience to our guests.

The event is being advertised on electronic signboards and put out to the community on AFN radio shows. The program is being pushed very hard to the league crowd and high school students. Yongsan Lanes is a family-oriented facility with family oriented programs. Having band performances in the bowling center provides youth opportunities they cannot get in the clubs because of their age. This should be a very successful promotion.

Anniversaries

14 February – Strike Zone/Habanero "Fresh-Mex Grille", Yongsan, Korea celebrates their 1-year anniversary.

15 February – Reggie's Beverage Company, Camp Stanley, Korea celebrates their 5-year anniversary!

Test your knowledge about ServSafe

1. Which of the following is NOT a basic characteristic of foodborne mold?
 - a) It grows well in acidic food with low water activity.
 - b) Freezing temperatures prevent or slow its growth, but do not destroy it.
 - c) Its cells and spores may be killed by heating, but the toxins it produces may not be destroyed.
 - d) It needs a host to survive.

2. According to the National Restaurant Association's Educational Foundation's ServSafe program, between what temperatures do foodborne microorganisms grow well?
 - a) 41° F to 135° F
 - b) 32° F to 70° F
 - c) 38° F to 155° F
 - d) 70° F to 165° F
3. According to the U.S. Army's TB MED 530, what is the maximum temperature cold food may be held and the minimum temperature hot food may be held?
 - a) 40° F for cold and 140° F for hot.
 - b) 32° F for cold and 70° F for hot.
 - c) 41° F for cold and 135° F for hot.
 - d) 70° F for cold and 165° F for hot.

Transitions

Steve Morley's last day with CFSC-BP, Food Services Division was Friday, 6 January 2006. Steve accepted an employment opportunity in Las Vegas, NV. Since joining the team in August 2000 Steve's dedicated efforts in support of the MWR Theme Operations team have been valued by everyone who worked or came in contact with him.

Kerry Soccodato joins the MWR Theme Operations team as a NAF Management Trainee. Kerry is the first trainee to be assigned to the Theme Operations program. She holds a B.S. in Hotel Restaurant & Tourism Management and a M.S. in Hospitality Management Studies from Fairleigh Dickinson University. Kerry was the Assistant Manager of the North Jersey Country Club until she was accepted into the Management Trainee Program. We are looking forward to having Kerry join our team, learn the ropes, and aspire to great heights in Army MWR.

Jeff Willis returned in January to his duties as Chief, BPF Support Operations at CFSC after completing a 9-month detail to HQS IMA as the MWR BRAC Coordinator. Jeff's duties at IMA included assisting Regions develop MWR BRAC Action Plans, conducting assessments with the ACSIM's Advance Team 5, and working AMF, IGPBS, and other Army Transformation related actions.

Lisa Holland will leave the NAF workforce on February 28th to take care of her elderly mother. Lisa has spent 18.5 years with CFSC beginning work with the Leisure Travel program before working with the MWR Theme Operations team.

Nicholas Leggio is the new Manager of Sports USA Fort Bragg. He is a Johnson and Wales graduate, and worked for Air Force MWR for a number of years, in Panama and most recently Korea. Prior to coming to the government he was a GM of Denny's and worked his way up to Regional Manager. We welcome Nicholas to the MWR Theme Operations team.

Getting Back to Basics: Storing and Handling Bread

One of the fundamental necessities for a great burger or Philly is great bread. Whether it's warm and soft, or crusty and toasted fresh tasting bread can make or break a well constructed sandwich. In

order to ensure the bread tastes and looks its best, we must follow some guidelines for proper handling and storage.

First let's begin with a well baked high quality product. With a few exceptions the bread we use in our MWR Theme Operations should be a 4.5 inch seeded hamburger bun for quick-service operations like Strike Zone or 5 inch seeded hamburger bun or Kaiser Roll for full-service Reggie's Beverage Company. Eight inch hoagie rolls are the base for great subs and Philly's, our preferred hoagie rolls are Amoroso #800 or #810 and Allied Bakeries #4003003. Hot dog rolls and sliced Pullman bread are Prime Vendor brand products.

Receiving:

Bread received fresh should be well sealed in a plastic bag with an expiration or use by date, be sure this date gives ample time to use the product before the expiration date. The bread should be soft and well shaped with no signs of mishandling.

If receiving frozen bread the product should arrive at the proper temperature of 32 degrees or below. There should be no large ice crystals or other signs that the product was thawed.

If there is anything wrong found with the product, it should be refused and sent back with the delivery driver. Note that the bread was returned on the invoice and be sure you receive full credit for it.

Storage:

Bread should be stored at room temperature about 70 degrees and away from drafts that may dry it out. It should be wrapped or sealed airtight in plastic and placed in dry well ventilated shelves or drawers. Clean and sanitize the area the bread is to be stored in. Be sure to only keep on hand the amount that can be used in two or three days of service.

If delivery schedules require you to purchase more than the recommended amount, then you may freeze the extra bread for later use. Bread to be frozen should be wrapped well in plastic and frozen quickly in the coldest part of the freezer away from the door. Frozen bread will remain good for up to three months. Bread should be thawed at room temperature and kept sealed until ready to use. The bread should be checked to make sure it has a good fresh smell and appearance before serving. Be aware frozen bread once thawed will dry out more easily than fresh.

Bread should never be stored in a refrigerator. Although refrigerating bread may prevent mold from forming quickly the bread will dry out rapidly and become stale in this environment.

Heating:

Carefully read the recipe to choose which method of heating should be used. If using an oven or toaster make sure proper time and temperature settings are posted for a consistent and even heating. If a flat-top griddle is being used, avoid greasy spots on the grill and be sure to allow enough time for bread to heat thoroughly.

Microwave ovens are not a good method for heating bread as it causes the bread to become tough and rubbery.

Following these guidelines helps ensure we're always serving good tasting fresh looking bread to our guests. (POC Jason Henderson, (703) 508-0438. Jason.Henderson@cfsc.army.mil).

Business Program Managers' Planning Calendar

Are you planning your Mardi Gras party or your St Patrick's Day event, Income Tax Day party? If not, it is time to sit down with the Business Program Managers' Planning Calendar and start putting your events and promotions together for March, April and beyond.

If you'd like to download the calendar, to use it as a planning guide with your staff, you can find it at www.mwrpromotions.org. If you'd like to submit an idea for the calendar, please contact Shirley Kappa at Shirley.kappa@cfsc.army.mil.

Race to the Rings

The Race to the Rings Promotion has kicked off at (60) facilities in CONUS and Korea. While the promotion objective is to upsize beverage sales, there's a great opportunity for programming tied into the Winter Games. Clubs could offer viewing parties while the Olympics are televised February 10–26, 2006. Or you may choose to have some wacky Olympics of your own; hot wing eating contest, flipping coasters, air hockey challenge, billiards tournament, or darts. The Olympics are being hosted in Torino Italy, a great opportunity to advertise Italian buffets or specials. Have fun and make the most out of the Race to the Rings promotion. For more information contact Kristen.Kea@cfsc.army.mil or by phone at DSN 328-6119.

Answers to ServSafe Questions

1. d) Molds do not need a host to survive.
2. a) The third addition of ServSafe set these as the new standard temperatures in 2004.
3. a) Last updated in 2002 the TB MED 530 still requires these temperatures be met on military installations.

Closing Thought

"Vision without action is a daydream. Action without vision is a nightmare." ... Japanese proverb



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